

Social Networking

It's Not What You Think

Other's advice? Go to class. "But I think that's bull... that's for dumb kids who couldn't figure things out on their own... I skipped all 18.03 lectures except the first, went to no recitations...I slept until noon every day...I sleepwalked through first semester sophomore year" and "I did just fine."



*Lulu*

**Massachusetts  
Institute of  
Technology**

EXIT 28A



EAST

Change

↓ 1 1/4 MILES ↓

EXIT 28B

WEST



Change

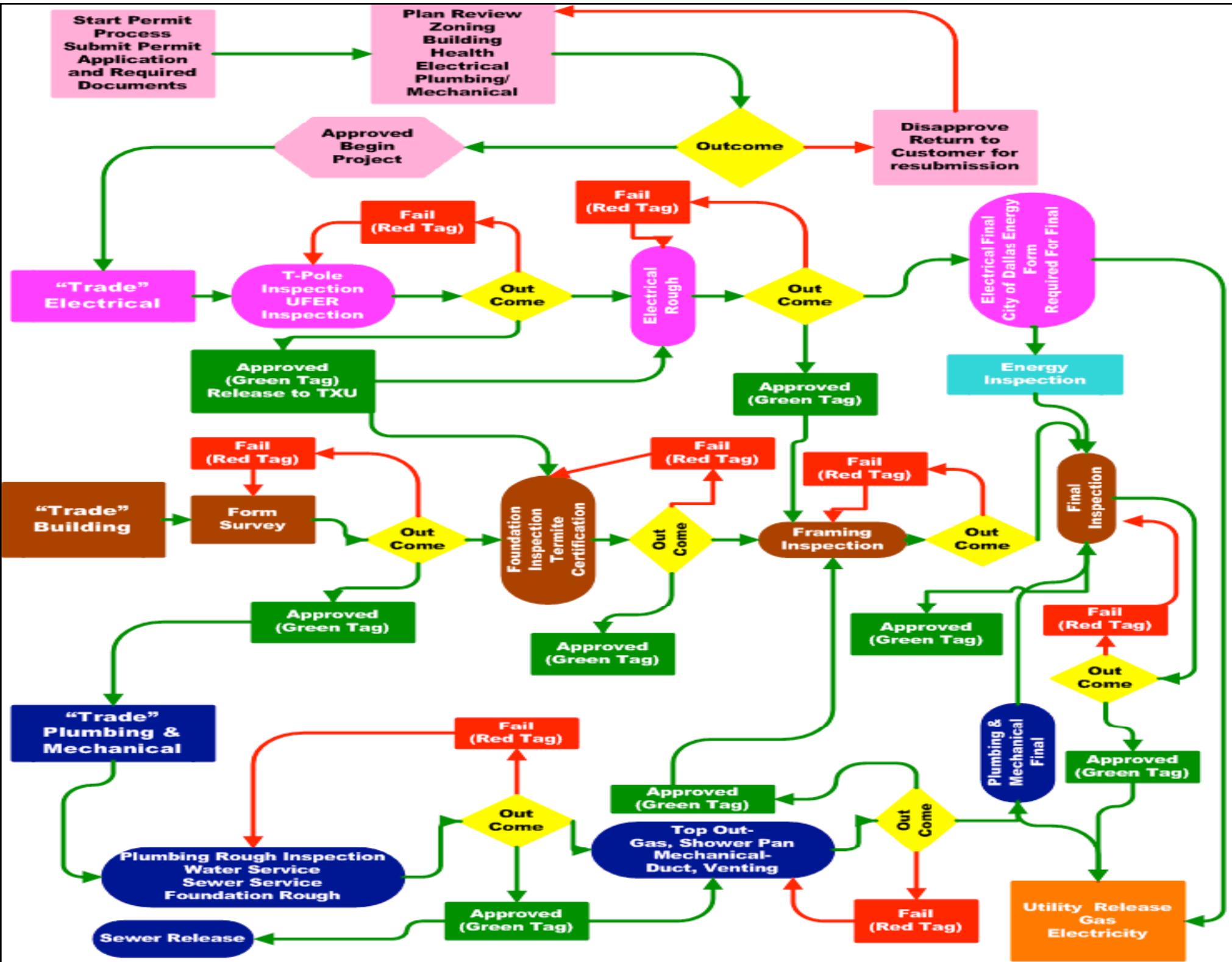
EXIT ↓ ONLY

SPEED LIMIT  
ENFORCED BY  
AIRCRAFT



Predict







# Pre-Baby Boomers



# Baby Boomers



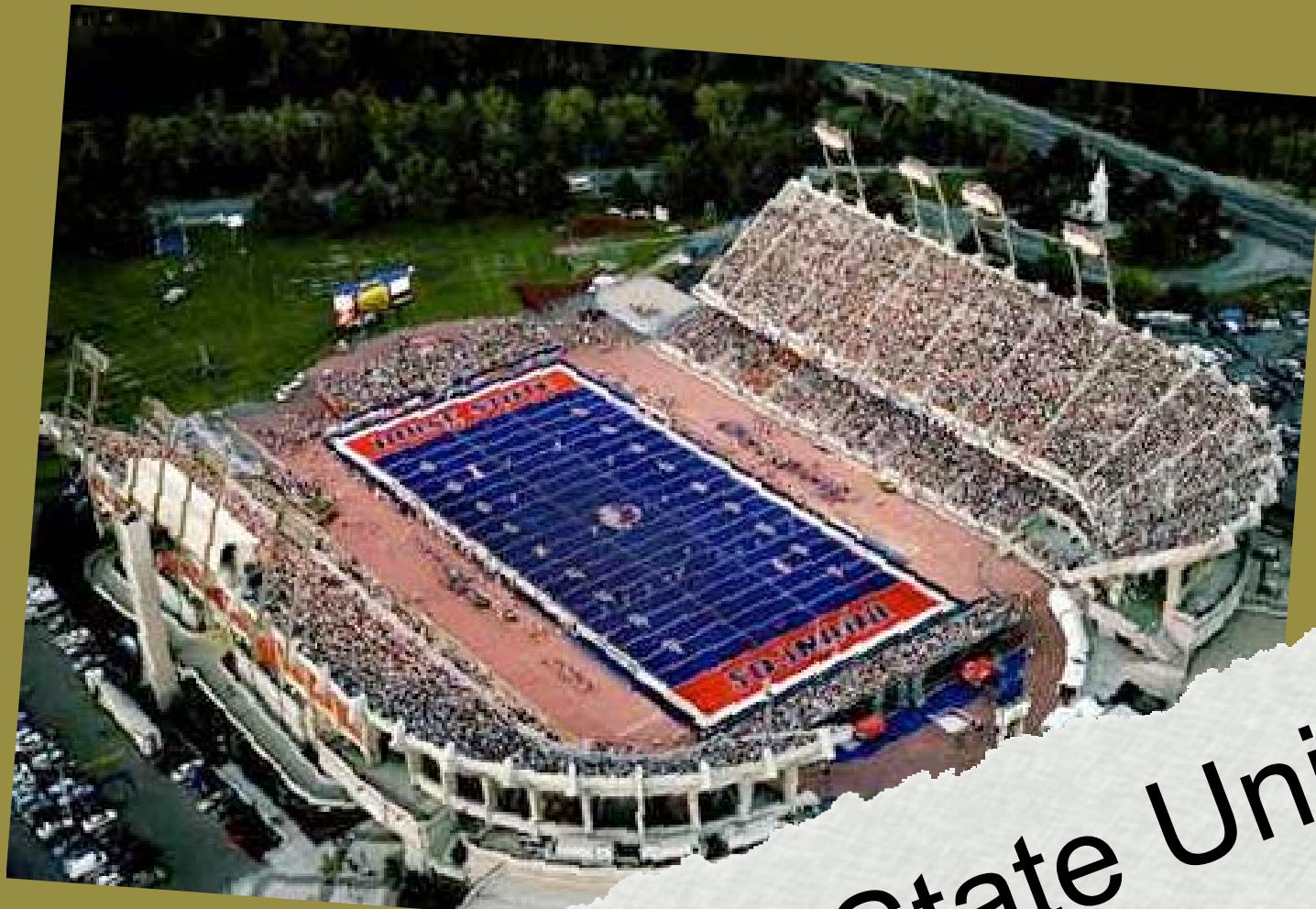
# Gen X



# Gen Y







Boise State University

# c Obsolete Skills

---

- Calculating THAC0
- Calculating a square root using pencil and paper
- Calculating sales tax
- Calligraphy
- Calling a phone sex line
- Calling collect on a payphone
- Carbon Copy Paper
- Carving a nib into a quill or pen
- Cash Register used manually entering the prices
- Cast Lead Miniatures
- Cast Lead bullets
- Caulking your wagon to ford the river

Popping popcorn in a pot

Tuning a carburetor

Programming the VCR

Untangling the cord of a phone

Darkroom picture development

- Character codes: EBCDIC
- Cheating at computer games by modifying save game files with a hex editor
- Cheating at computer games using a loader or binary patch
- Chipping flint or obsidian tools
- Churn butter
- Cleaning fish
- Cleaning head of a VCR

# Obsolete Skills

Centering on a typewriter

Focusing a camera

Popping popcorn in a pot

Tuning a carburetor

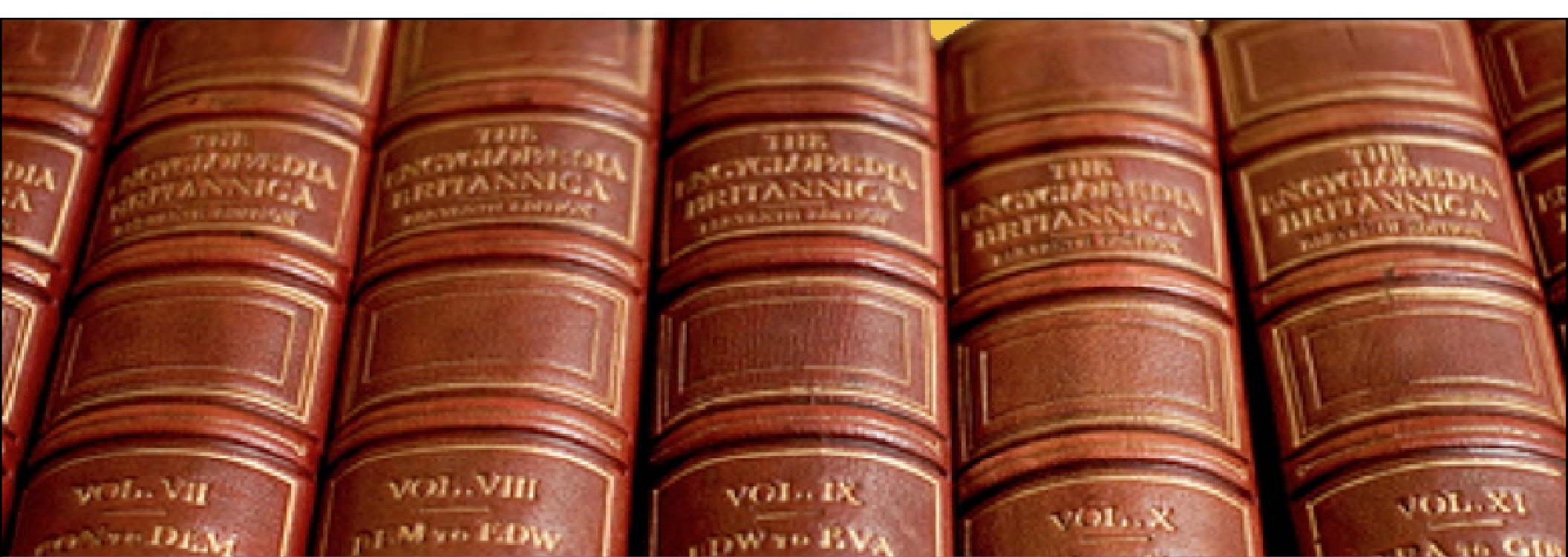
Programming the VCR

Untangling the cord of a phone

Darkroom picture development

- Calculating THAC0
- Calculating a square root using pencil and paper
- Calculating sales tax
- Calligraphy
- Calling a phone sex line
- Calling collect on a payphone
- Carbon Copy Paper
- Carving a nib into a quill or pen
- Cash Register used manually entering the prices
- Cast Lead Miniatures
- Cast Lead bullets
- Caulking your wagon to ford the river
- Cel Painting
- Centering text on a typewriter
- Changing the ball or ribbon on your Selectric Typewriter
- Changing the battery of a Sega Dreamcast VMU
- Changing the C120 Film Cartridge in your Instamatic camera
- Changing the gas mixture on your car's carburetor
- Changing the Master/Slave jumpers on a Hard Drive
- Changing the ribbon on a typewriter
- Changing the wheel on a daisy wheel printer
- Changing tracks on an eight-track tape
- Changing vacuum tubes
- Character codes: EBCDIC
- Cheating at computer games by modifying save game files with a hex editor
- Cheating at computer games using a loader or binary patch
- Chipping flint or obsidian tools
- Churn butter
- Cleaning fish
- Cleaning head of a VCR

6 Years Ago.....











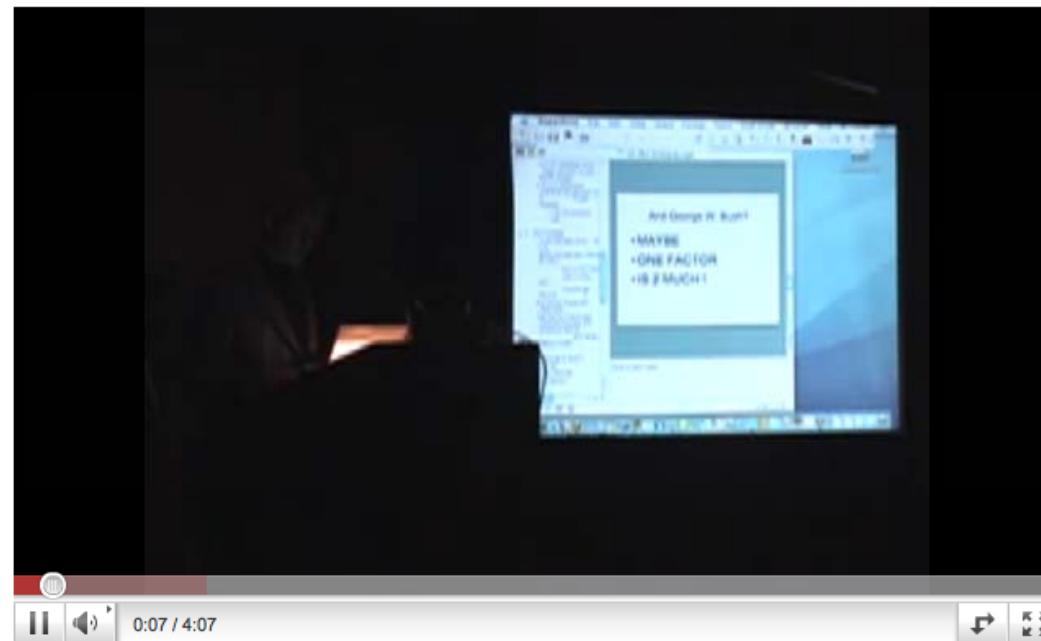
cometbranding

Laura Gainor



### Chicken chicken chicken

yorambauman 10 videos [Subscribe](#)



twitter

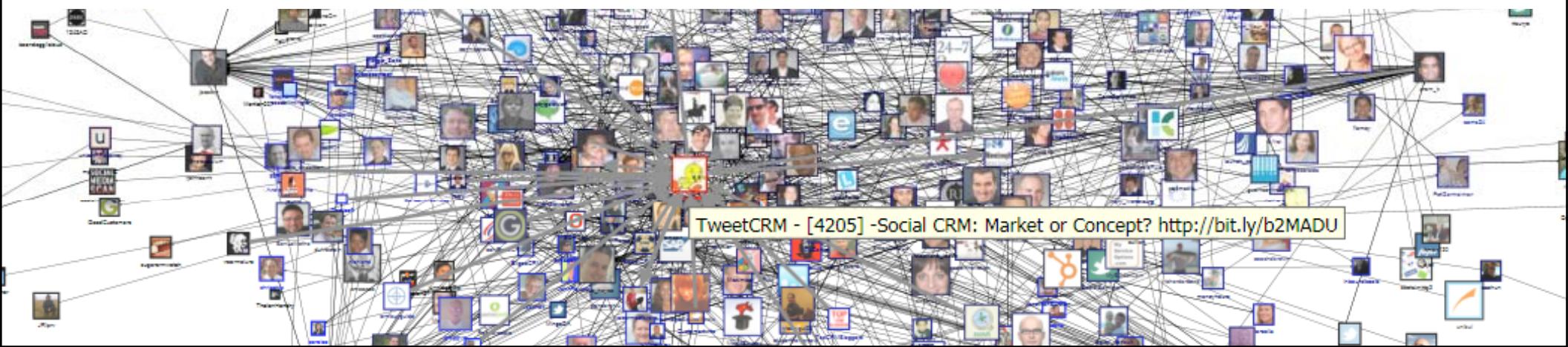


facebook

# web2.0 EXPO



# Social





2004

2009

#1

#38

**Bank of America**®



#6

#~

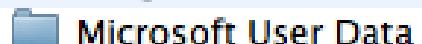
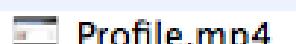
 **Fannie Mae**

#9

#~



# Organization

- ▶  Downloads
- ▶  Desktop
- ▶  Dropbox
- ▶  Library
- ▶  NDC-ADMIN.pcf
- ▶  Movies
- ▶  Pictures
- ▶  Documents
- ▶  My Forms
- ▶  Templates
- ▶  MSFC\_2
- ▶  M2000-2999
- ▶  M2441(12-04).itp
- ▶  images
- ▶  Microsoft User Data
- ▶  WebEx
- ▶  Yammer
- ▶  DISCUSSION.mp4
- ▶  Profile.mp4
- ▶  Notifications.mp4
- ▶  BBQ.doc
- ▶  EL
- ▶  Entrust Profiles

# Characteristics







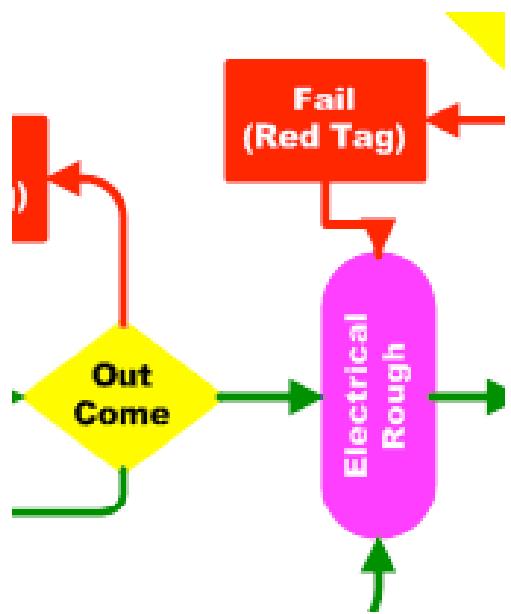
# Organization



# Predicting



# CONTROL



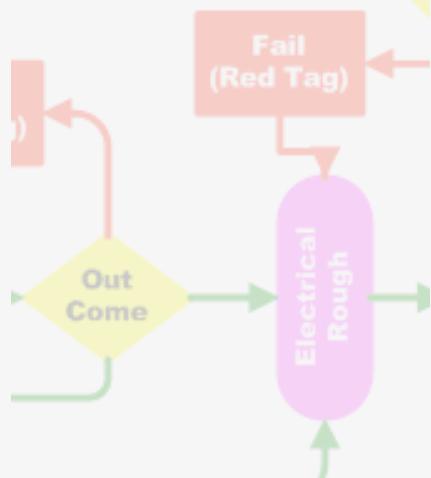
# People

# Processes

# Branding



# People

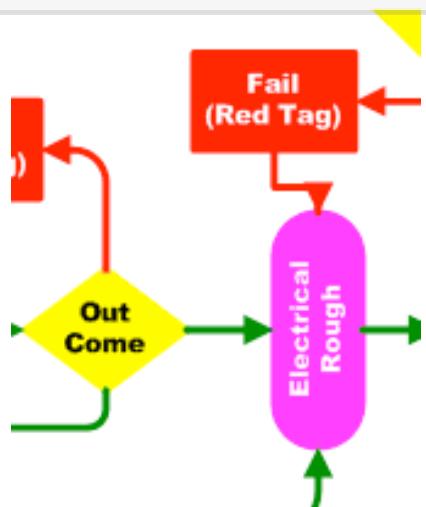


# Processes

# Branding



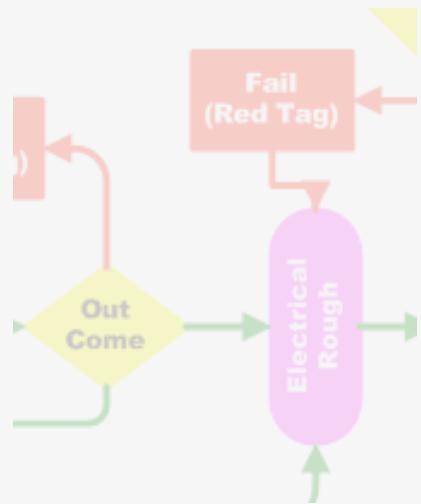
# People



# Processes



# Branding



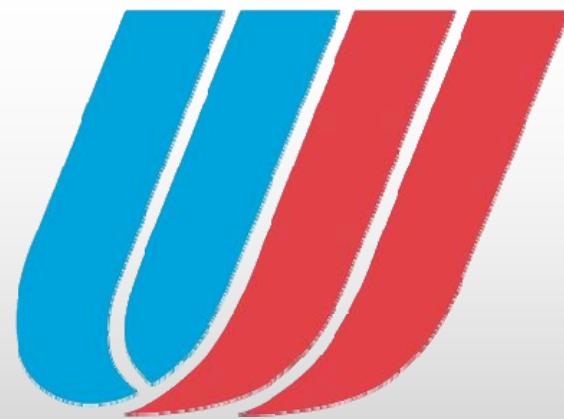
# People

# Processes

# Branding







**UNITED**



# NASA Watch

This is not a NASA Website. You might learn something. It's YOUR space agency. Get involved. Take it back. Make it work - for YOU. [\[Important Disclaimer\]](#)

[nasawatch@spaceref.com](mailto:nasawatch@spaceref.com) | Voice +1.703.787.6567 | [RSS Feed](#) | [Twitter](#) | [Advertising](#) | [Archives](#) | [Support](#)

## Hearing Reaction

By [Keith Cowing](#) on May 13, 2010 2:00 PM [!\[\]\(84c418c60a6a559d256a380c0687ebe5\_img.jpg\) 40 Comments](#)

### [Armstrong Says Obama 'Poorly Advised' on NASA, Experts Ignored](#), Bloomberg

*"A plan that was invisible to so many was likely contrived by a very small group in secret who persuaded the president that this was a unique opportunity to put his stamp on a new and innovative program," Armstrong said in remarks prepared for a Senate hearing. "I believe the president was poorly advised."*



### [Former Astronauts unhappy with Obama space plan](#), AP

*"Cernan said in his written testimony that he, Armstrong and Apollo 13 Commander James Lovell agreed that the administration's budget for human space exploration "presents no challenges, has no focus, and in fact is a blueprint for a mission to 'nowhere.' Lovell, while not present at the hearing, issued a statement opposing Obama's NASA budget."*

### [Astronauts Neil Armstrong, Eugene Cernan oppose Obama's spaceflight plans](#), Washington Post

*"Obama's plans, which increase NASA's budget at a time when most agencies' budgets are being cut, have irked lawmakers from southern states where most of NASA and its contractors are based. Sen. George LeMieux (R-Fla.) worried that the plans would allow other countries to leapfrog ahead of the United States. "I do not look forward to explaining to my children why the Chinese are putting their flag on the moon over ours," LeMieux said."*

Search

[Click Here](#)

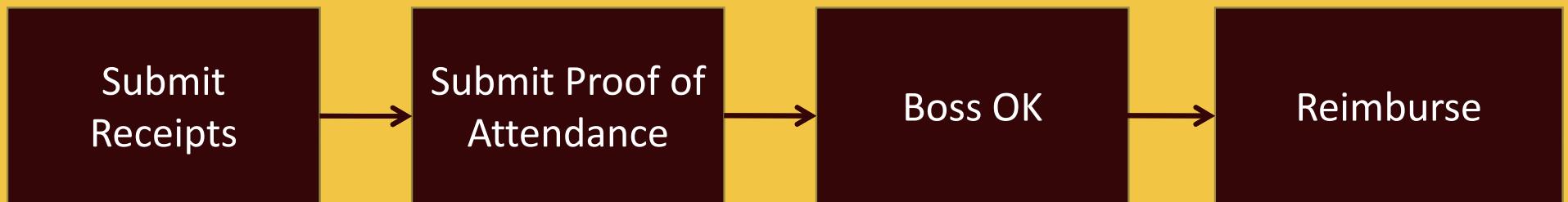
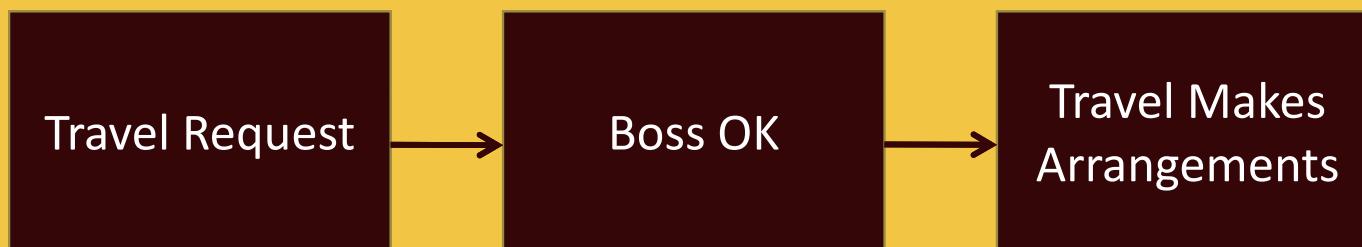
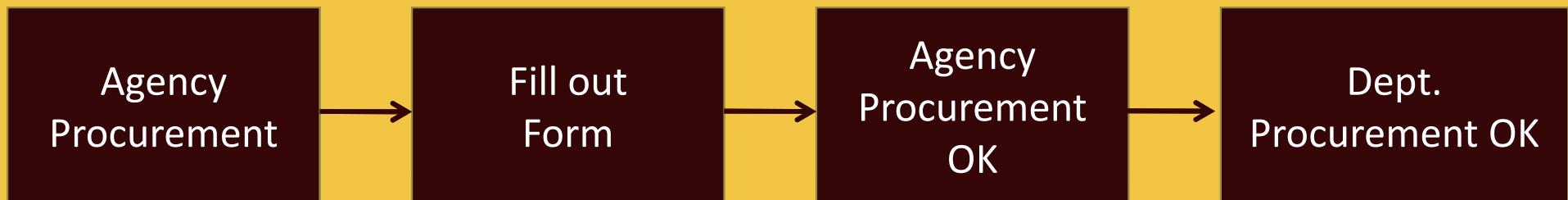
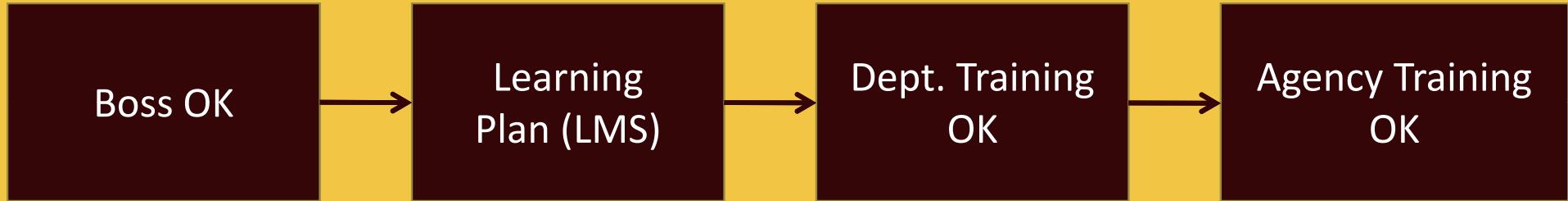
## newsletter

[Sign up for the SpaceRef - NASA Watch newsletter.](#)

## calendar

# People





# Processes



**Emily ★ Collins** ♦ would like to personally thank **Nestle** for providing a place for all the people who see their unethical, disgusting and lethal practices for what they are to share their opinions. Finally we have a way to share how much we hate their practices. If you don't boycott Nestle already, start now, please. <http://bit.ly/amnWkP>  
8 minutes ago · [View Post](#)



**Ruth Emily Hanson-Tipper** I'm certainly NOT a fan. Why is there no "I want to register my disgust with this company" button?  
8 minutes ago · [Report](#)



**Eric Tony Walker** Haven't knowingly bought a Nestle product in 16 years, and I'm proud to boycott this unscrupulous multinational  
11 minutes ago · [Report](#)



Robbie De Santos likes this.



**Brett Hanson-Tipper** Hey! I want in on this; rare chance to get back at one of the worlds greatest destroyers.

Fork Cue Nestlé

11 minutes ago · [Report](#)

# Branding



**Nestle** Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.  
8 hours ago · Report



**Darren Smith** Freedom of speech and expression  
8 hours ago · Report



**Nestle** you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.  
8 hours ago · Report

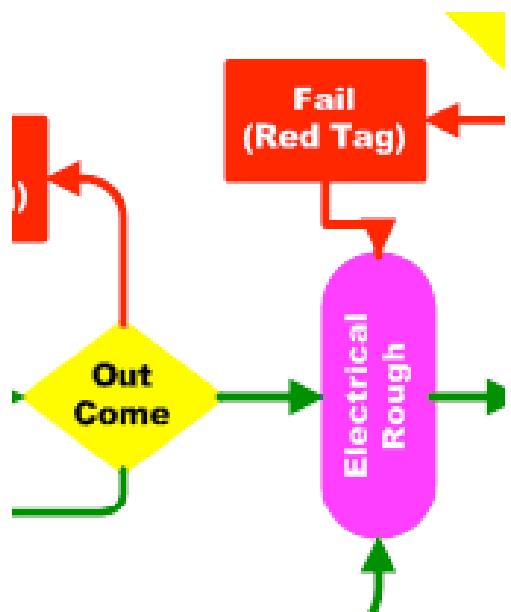


**Paul Griffin** Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?  
8 hours ago · Report



**Nestle** Oh please .. it's like we're censoring everything to allow only positive comments.  
8 hours ago · Report

# Branding



# People

# Processes

# Branding

# People

massachusetts Institute of technology

1 LIFE + community at MIT 2 LEARNING research & academics 3 PULSE our mission & people 4 our news

explore & discover mit news mit in your area visiting us, etc. how to pay for MIT SCHOOLS mit admissions HOME

blog/  
paul '11

south bend, indiana  
course 20  
ask-paul@mit.edu

MIT Admissions Home  
Paul's Blog  
Other Bloggers

THE FIVE MOST RECENT BLOG ENTRIES

"The Waitlist, 2010" • For the fifth consecutive year, we will admit students from our waitlist. Within the next few days, we plan to... [posted by Dave McOwen on 05.13.10]

"Glimpses of Haiti" • Just a small fraction of the things I saw while in Port-Au-Prince. [posted by Jess K. '10 on 05.12.10]

"Refreshment" • We need your help! [posted by Hamsika C. '13 on 05.06.10]

Paul B. '11 | November 10, 2008

"Observations of an MIT Sophomore"

I didn't mean to write this entry. I sat down to write about some recent events I've been meaning to blog about for a while - and well, I started writing this instead.

1. You only have one freshman year. [Live it up.](#)
2. Pass/No Record is not an excuse to slack off and not learn the basics - it's a chance to adjust to MIT and learn the study habits you'll need for the next four years without having to be (as) afraid of failure.
3. Don't save all your work for the night before it's due. Seriously.
4. Caffeine is not a substitute for sleep. Try and get 8 hours a night - your body (and your friends, and your grades) will thank you.
5. Excuses are for high school.

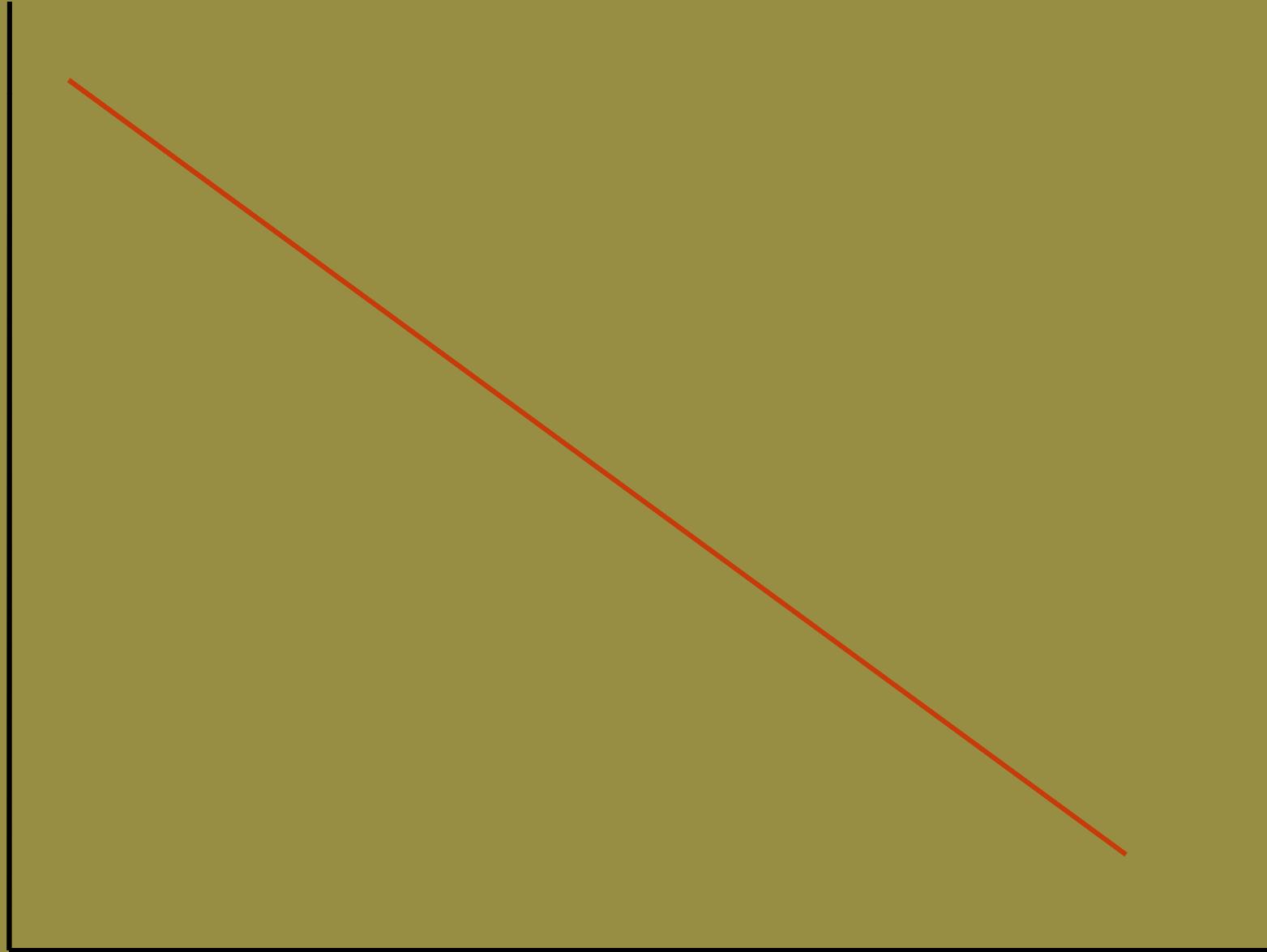


# Processes



Branding

Trust



Control



Technology

Interaction

Trust

I  
D  
O  
E

A framed photograph showing a group of people in white shirts and red bandanas running alongside a herd of dark-colored bulls on a city street. The scene is chaotic, with people and bulls in motion. The frame is black with a red inner border.

DESPAIR.COM

# TRADITION

JUST BECAUSE YOU'VE ALWAYS DONE IT THAT WAY  
DOESN'T MEAN IT'S NOT INCREDIBLY STUPID.



**Jenna** [REDACTED] tired,frusterated,tired,frusterated,tired. see a pattern?

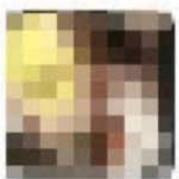
about an hour ago · Comment · Like



**Jeremy** [REDACTED] ya u spelled frustrated wrong twice?

about an hour ago

**lamebook**.com



**Alexander** [REDACTED] Just finished eating a raw chicken breast, no sweat. Looks like somebody owes me \$20.

about an hour ago · Comment · Like



**Cale** [REDACTED] you're gonna die dude, salmonella for sure

59 minutes ago



**Alexander** [REDACTED] I ate chicken, not salmon, dude.

53 minutes ago

**lamebook**.com



**Jenn** is so excited to find out tomorrow if she'll be an aunt or an uncle!

August 24 at 10:43pm · Comment · Like

2 people like this.



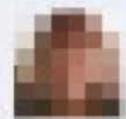
**Kristin** Bahahaha

August 24 at 10:44pm



**Debbie** ?????

August 25 at 7:21am



**Jenn** see if ben and sal have a boy or girl...

August 25 at 9:48am

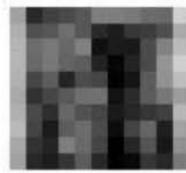
Write a comment...



**Jenn** is gonna be an uncle!! Ben and Sal are having a boy!!

August 25 at 11:06am · Comment · Like

Kathleen likes this.



**Sandy**

Any one know where i can download a web cam?

3 hours ago · Comment · Like

**lamebook.com**



Home Profile Find People Settings Help

Just failed my first drug test. Oops lol.

*about 23 hours ago from txt*



Home Profile Find People Settings Help Sign out

just lied to my boss to leave work for a bit ... me starving counts as a family emergency right? haha

*7:37 PM Jul 11th from TwitterFon*





Login Join

totally just lied on my application lol...

10:47 AM Mar 9th via web



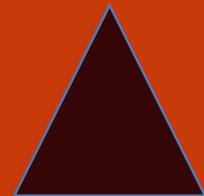
# Danah Boyd



# Tweetup

Control

Command



Twitter

skittles

Search Advanced Search

HOME PRODUCTS MEDIA  
CHATTER FRIENDS CONTACT

**TASTE THE RAINBOW**



Search results for **skittles** 0.02 seconds

results since you started searching. [Refresh](#) to see them.

[beccarisa](#): RT @laughingsquid: <http://skittles.com> is now essentially a Twitter search for the word "skittles", very cool idea for a brand site  
less than 20 seconds ago from web · [Reply](#) · [View Tweet](#)

[insidedating](#): The red **skittles** are the best on a date :)  
less than 20 seconds ago from web · [Reply](#) · [View Tweet](#)

 [alittler](#): **skittles**. because I want more attention. **skittles**  
half a minute ago from TweetDeck · [Reply](#) · [View Tweet](#)

 [yz4now](#): Humm... [www.PicEdit.us](http://www.PicEdit.us) on **Skittles**.com interesting...  
half a minute ago from web · [Reply](#) · [View Tweet](#)

 [btom102](#): boy, i really do like orange **skittles**  
half a minute ago from web · [Reply](#) · [View Tweet](#)

[Feed for this query](#)  
[Twitter these results](#)

Show tweets written in:  
English

Trending topics:  
- [My DBI](#)  
- [Celebrity Apprentice](#)  
- [Skittles](#)  
- [#mvp09](#)  
- [Watchmen](#)  
- [New England](#)  
- [Seuss](#)  
- [Goodnight](#)  
- [LMAO](#)  
- [Paul Harvey](#)

Nifty queries:  
- [cool filter:links](#)  
- ["is down"](#)  
- [movie :\)](#)

facebook Home Profile Friends Inbox 10 Christopher Carl Settings Logout Search

HOME PRODUCTS MEDIA  
CHATTER FRIENDS CONTACT

TASTE THE RAINBOW



Skittles OTHER GOBBLEDYGOOK

Skittles 100% SUGAR FREE CANDIES

Mix the Rainbow



Help

clear

rhythm

rainbow

Become a Fan

Add to my Page's Favorites

Share +

Fans

6 of 581,238 fans. See All

Tamara Lemay Trinidad Ruz Logan Pittman

Ikenna Chigbo Romain Hannoy Dyvon Frye

Favorite Pages

2 Pages See All

Snickers Combos Nation

Photos

2 albums See All

Advertise

Facebook Pages



Facebook Pages help you discover new artists, businesses, and brands as well as connect with those you already love.

More Ads

[Sign in](#) [Create Account](#) [Help](#) [Sign Out](#)

[Search SKITTLES\(R\) Brand's photostream](#) [Search](#)

[Albums](#) [Up](#) [Share This](#) [Edit](#)

[HOME](#) [PRODUCTS](#) [MEDIA](#)  
[CHATTER](#) [FRIENDS](#) [CONTACT](#)

**SKITTLES(R) Brand's photostream**

[New](#) [Organize](#) [Contacts](#) [Groups](#) [Explore](#)

**TASTE THE RAINBOW**

 [rainbow](#)

**It's coming right at you.**



[See Skittles through a new spotlight.](#)

**Our hero**



[Just three bags of friends hanging out.](#)

**The gathering**



**Up close and personal**



[Swimming in a sea of delicious Skittles.](#)

**Skittles gridlock**



[Hey, I'm walkin' here.](#)

**a new perspective on Skittles**



[Oh, hello there.](#)



# FOWL PLAY

POSTED ON FEBRUARY 10, 2010



## Your Feet Purple Cow

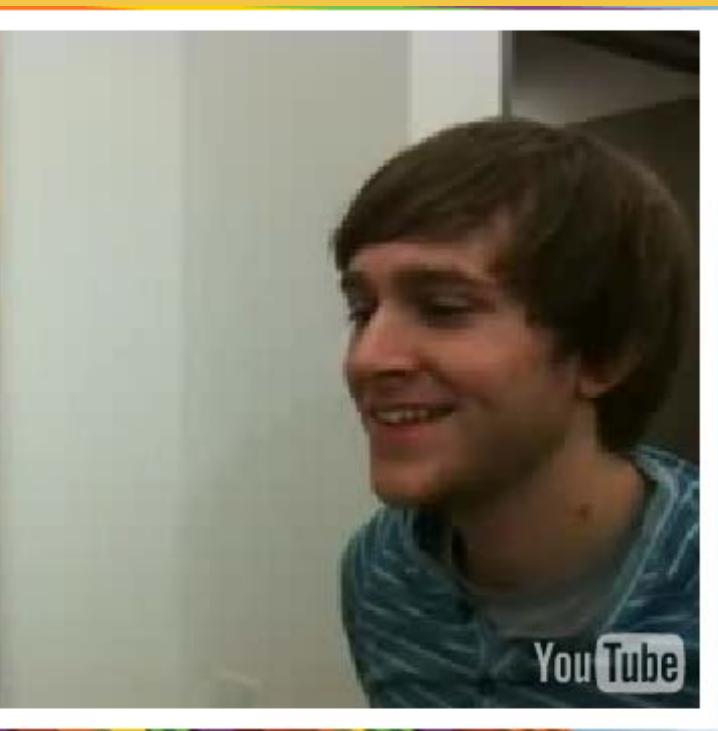


Replay

## TAP YOUR FEET, PURPLE COW

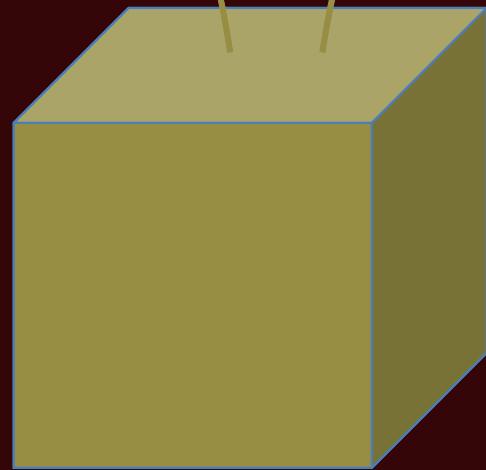
POSTED ON FEBRUARY 9, 2010



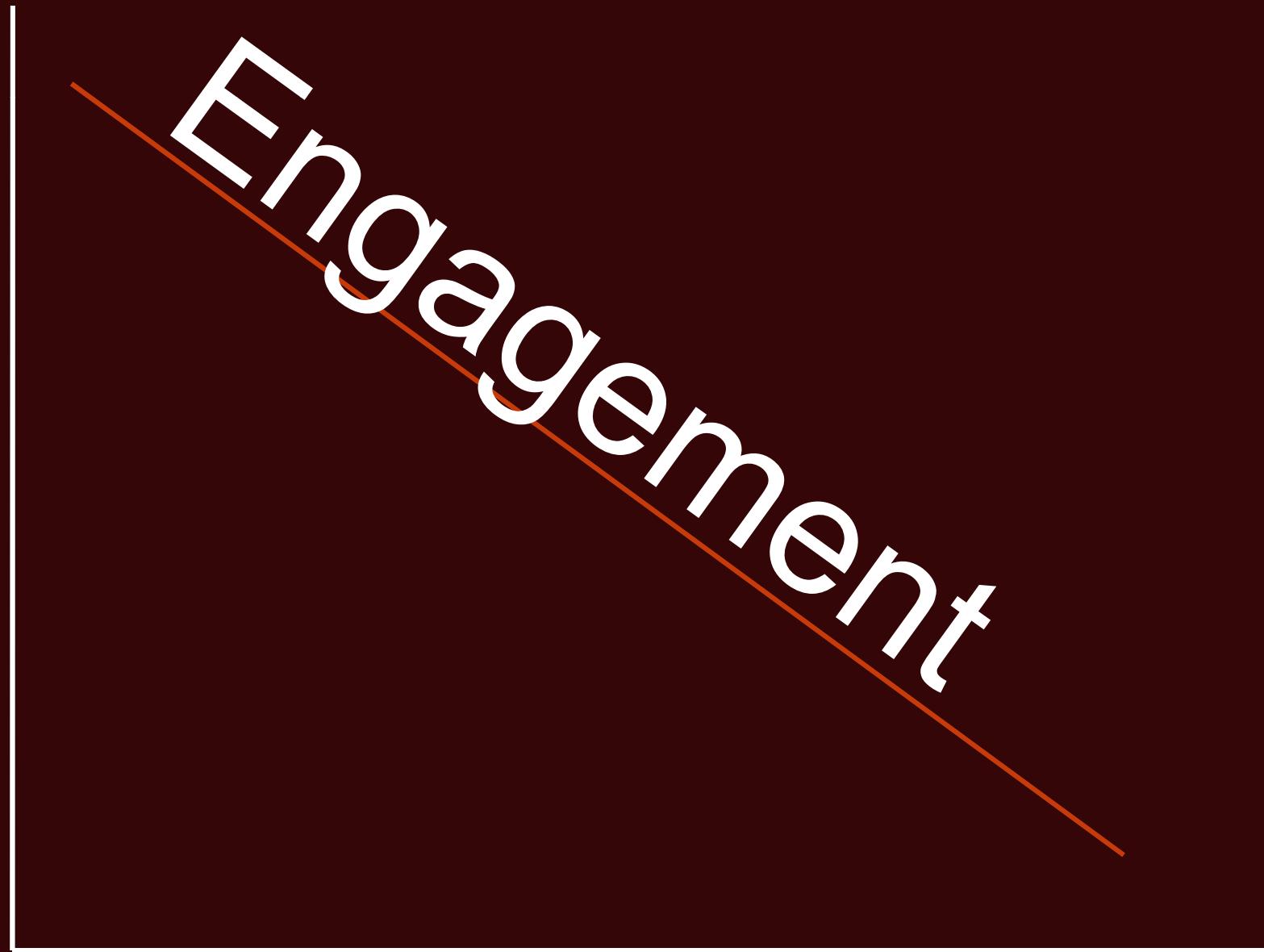


Content

Outcome



Trust



Control

Charlene Li

bestselling coauthor of *Generations!*  
Founder, Altimeter Group

# OPEN LEADERSHIP

HOW SOCIAL TECHNOLOGY  
CAN TRANSFORM THE  
WAY YOU LEAD



BEST  
BUY®



Google



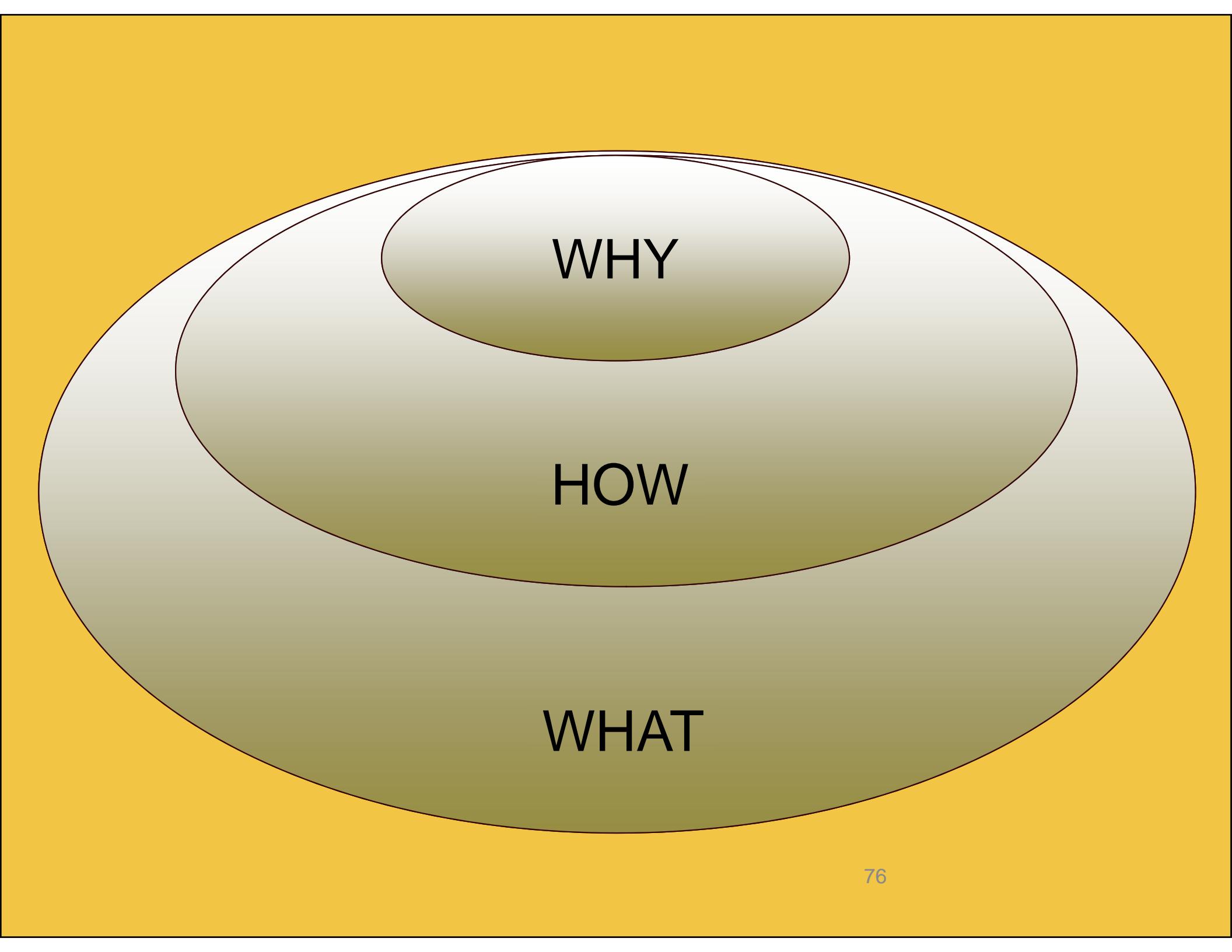


FEAR

FAITH



TRUST is the currency of  
any social activity.



WHY

HOW

WHAT

